

## Message Text

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ORIGIN NEA-10

INFO OCT-01 ISO-00 EB-07 COME-00 /018 R

DRAFTED BY NEA/EGY:GGBROWN:KM  
APPROVED BY NEA/EGY:HFMATTHEWS

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R 142154Z OCT 75

FM SECSTATE WASHDC  
TO AMEMBASSY CAIRO

UNCLAS STATE 244001

E.O. 11652: N/A

TAGS: BPRO, US, EG

SUBJECT: COMMERCIAL INQUIRY

1. ARCO CHEMICAL COMPANY, A DIVISION OF ATLANTIC RICHFIELD COMPANY, PRESENTLY CONSIDERING A DETERGENT, SOAP AND COSMETIC VENTURE IN THE MIDDLE EAST IN PARTNERSHIP WITH ARAB BUSINESSMEN. ARCO WISHES TO EVALUATE THE OPPORTUNITIES TO LOCATE THE VENTURE IN EGYPT. THE PROPOSED PLANS WOULD REQUIRE CAPITAL INVESTMENT OF THREE TO FOUR MILLION DOLLARS AND WOULD EMPLOY ABOUT ONE HUNDRED FIFTY PEOPLE. IN EVALUATING OPPORTUNITIES, COMPANY WOULD APPRECIATE IF OBTAINABLE IMPORT STATISTICS BY DOLLAR AND WEIGHT OF FINISHED PRODUCT IMPORTS OF THE FOLLOWING CATEGORIES: (A) LAUNDRY AND HOUSEHOLD DETERGENTS; (B) BAR SOAP; (C) COSMETICS.

2. THEY WOULD ALSO APPRECIATE SUGGESTIONS FOR EGYPTIAN MARKETING CONSULTANTS TO ASSIST IN DEFINITION OF MARKETS AND DISTRIBUTION CHANNELS, AS WELL AS ADVERTISING AND MARKETING CAMPAIGN SHOULD THE VENTURE BE COMMERCIALIZED.

3. FINALLY, THEY WOULD LIKE TO KNOW IF THERE ARE ANY EXPORT REGULATIONS AND TARIFFS FOR FINISHED PRODUCT EXPORTS TO NEIGHBORING COUNTRIES. INGERSOLL

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